REMARKS

Applicants reply to the Office Action dated November 28, 2005, within the shortened three month statutory period for reply. Claims 1-14 were pending in the application and the Examiner rejects claims 1-14. Support for the amendments may be found in the originally-filed specification, claims, and figures. No new matter has been introduced by these amendments. Reconsideration of the application is respectfully requested.

Rejection under 35 U.S.C. § 103(a)

The Examiner rejects claims 1-14 under 35 U.S.C. § 103(a) as being unpatentable over Hunt et al., U.S. Patent Number 6,496,855 B1 ("Hunt") in view of Kraemer, U.S. Patent Number 6,490,602 ("Kraemer") and in further view of Dedrick, U.S. Patent Number 5,710,884 ("Dedrick"). Applicants respectfully traverse this rejection.

Hunt generally discloses a method for managing a centralized registration of users of a plurality of web sites requiring user registration. The Hunt system provides a centralized repository of personal information relating to a user and includes rules as defined by the users. The rules dictate how a user's personal information will be used based on the security policies of individual web sites. After creating a personal profile within the centralized repository of the Hunt system, users can subsequently request that a registration application be submitted to a web site on the user's behalf. The Hunt system then completes a registration form with information from the user's personal profile in accordance with the user defined rules. The completed registration form is then transmitted to the remote web site on behalf of the user.

Kraemer generally discloses a web-based gift registry, wherein a unified toolbar is provided across web pages of multiple, independent retailers. The toolbar may be used by a gift recipient to add items from multiple web sites to a centralized registry. The toolbar can later be used by gift givers to view and purchase items from the gift recipients registry. The registry also maintains information about the gift receiver such as a mailing address. When a gift giver uses the Kraemer system to select a gift for a gift receiver, information is collected such as a credit card number and billing address. A combination of information relating to the gift receiver and gift giver are then used to complete a purchase form.

The Examiner asserts that Dedrick "teaches receiving modified data items and updating a first data profile with the modified data items" (page 3, paragraph 1). Applicants respectfully disagree. Dedrick generally discloses a system and apparatus for maintaining personal profile information that is used to customize the display of information. While Dedrick generally discloses that its system may be used with forms, Dedrick does not include any disclosure related to similarly using profile data to fill in a form, wherein the profile data is viewable to a user. Specifically, the Dedrick apparatus comprises a session manager, a client interface, a client activity monitor, a content adapter, a statistic compilation process, and a personal profile database. These components reside on each client system to process information according to the user's defined preferences (see, Fig. 2 and col. 5, lines 17-20). For example, the client activity monitor keeps track of user actions as they relate to data. If a user changes the color of the font, the client activity monitor stores an identifier for the font color in the personal profile database. When a user subsequently requests to view information, a query is made to the personal profile database to determine what color to apply to the font of the requested information.

Dedrick further discloses that personal profile information is used to affect the appearance and delivery of content for a user. This information may include the user's age, sex, marital status, income, and the like. This information is stored in hidden fields which are used to determine variables that effect the selection and display of content. For example, in column 4, lines 14-17, Dedrick discloses the following:

> "All of the fields in the GUI relating to consumer variables are <u>hidden from the consumer</u>. The display of the GUI is based upon these fields, but the GUI does not display them to the user except when the user brings up a "profile editor", as discussed in more detail below. Thus, the monitoring of consumer actions and inaction based on these consumer variables and the updating of user profile data is transparent to the consumer" (emphasis added).

Therefore, while Dedrick discloses populating fields with consumer variables, the fields are used to control the delivery and appearance of content and are not intended to be viewed by the user. As such, Dedrick does not disclose or suggest at least, "receiving, at the host computer, a completed online form when the online form contains a modified data item, wherein the first data profile is updated with the modified data item, and wherein the completed online form
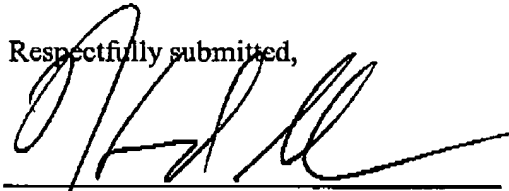
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includes <u>viewable profile data</u> populated from the filtered first data profile portion of the third data set" (emphasis added), as similarly recited by independent claims 1 and 11

Claims 2-10 and 12-14 variously depend from independent claims 1 and 11, therefore claims 2-10 and 12-14 are allowable for at least the reasons described above, as well as in view of their own respective features.

In view of the above remarks and amendments, Applicants respectfully submit that all pending claims properly set forth that which Applicants regard as their invention and are allowable over the cited prior art. Accordingly, Applicants respectfully request allowance of the pending claims. The Examiner is invited to telephone the undersigned at the Examiner's convenience, if that would help further prosecution of the subject Application. Applicants authorize and respectfully request that any fees due be charged to Deposit Account No. 19-2814, including any required extension fees.

Respectfully submitted,

Dated: __February 28, 2006__   By: _____

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